What is Claimed is:

1. A mediator that controls communications between a
plurality of service providers and a plurality of
clients each client using a client terminal with a
client identifier address, the mediator including:

a)   a multiplicity of addresses at which the mediator
      is capable of receiving communications from client
      terminals; and

b)   logic and resources adapted to
      identify inquiries responsive to service requests,
      each service request being associated with a client
      identifier address,
      prepare messages pertaining to the inquiries,
      including at least one message pertaining to each
      inquiry,
      associate a particular reply address to each
      message, the particular reply address being
      selected from the multiplicity of addresses,
      send each message to the client terminal having the
      client identifier address of the service request to
      which it pertains,
      receive replies to messages at the multiplicity of
      addresses, each reply including a client identifier
      address,
      store information pertaining to replies in a
      matrix, the matrix including a first axis indexed
      by client identifier address and a second axis
      indexed by reply address and
      evaluate replies using the client identifier
      address and the address at which the reply was
      received.

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2. The mediator of claim 1, wherein the logic and resources to prepare messages includes logic and resources to prepare SMS messages.

3. The mediator of claim 1, wherein the logic and resources to evaluate a reply further analyzes the semantics of the reply.

4. The mediator of claim 2, wherein the logic and resources are further adapted to track which of the multiplicity of addresses are currently available for use, and to choose each particular reply address from among the addresses which are currently available for use.

5. The mediator of claim 4, wherein the logic and resources to associate a particular reply address are adapted to select the particular address at random from those addresses which are currently available.

6. The mediator of claim 5, whereby replies can be evaluated even if the replies are received out of sequence with the messages.

7. The mediator of claim 6, wherein the mediator logic and resources are adapted to formulate messages as a question which can be answered by making a selection of one item from an ordered list of choices wherein each choice has an ordinal position.

8. The mediator of claim 7, wherein the matrix further includes a third axis index for storing the ordinal position of the selection.

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1 9.   The mediator of claim 8, wherein the mediator further
2   includes logic and resources adapted to store replies
3   along the third axis.

1 10.   The mediator of claim 1, wherein the client identifier
2   includes an identifier chosen from the group consisting
3   of a client's A-subscriber's number, Calling Line
4   Identity, e-mail address and IP address.

11. A method of a mediator controlling communications among a plurality of service providers and a plurality of clients, each client having an identifier address and communicating with the mediator using a client terminal device, the mediator performing acts including:

a) identifying inquiries responsive to service requests, each service request being associated with a client identifier address;

b) preparing messages pertaining to the inquiries;

c) associating a particular reply address to each message, said particular reply address being chosen from a multiplicity of addresses available for receiving messages from client terminals;

d) sending each message to the client identifier address of the service request to which it pertains;

e) receiving replies to messages at the multiplicity of addresses;

f) storing information pertaining to the replies to messages in a matrix, the matrix including a first axis indexed by client identifier and a second axis indexed by reply address; and

g) evaluating replies using their client identifier address and the reply address.

12. The method of claim 11 wherein preparing messages includes preparing SMS messages.

13. The method of claim 11, further including the act of tracking which of the multiplicity of addresses available for receiving messages from client terminal devices are currently available for use, and choosing each particular reply address from among the addresses which are currently available for use.

14. The method of claim 11, evaluating replies, further includes analyzing the semantics of replies.

15. The methods of claim 11, further including booking at least one service to fulfill a service request.

16. The method of claim 11, further including booking a reservation involving a plurality of booking services to fulfill a service request.

17. The method of claim 11, wherein the act of preparing messages includes preparing messages as a question that can be answered by making a selection from an ordered list of choices wherein each choice has an ordinal position in the ordered list of choices.

18. The method of claim 16, wherein the matrix further includes a third axis indexed for storing the ordinal position of selections, and the method further includes storing the selections in the matrix along the third axis.

19. The method of claim 13, wherein the particular reply address associated with each message is chosen at random.

20. The method of claim 11, wherein the identifier address includes an identifier chosen from the group consisting of a client's A-subscriber's number, Calling Line Identity, e-mail address and IP address.

21. The method of claim 16, wherein the client terminal devices include mobile telephonic devices capable of sending and receiving SMS text messages.